

Request for Information

FC-7885, New Marketing and Partnership Opportunities



Atlanta, Georgia

**Kristin Wilson
Deputy Chief Operating Officer
on behalf of**

The Mayor's Office of Innovation Delivery and Performance

**Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP
Chief Procurement Officer
Department of Procurement**



CITY OF ATLANTA

SUITE 1790

55 TRINITY AVENUE, S.W.

ATLANTA, GA 30303

(404) 330-6204 Fax: (404) 658-7705

Internet Home Page: www.atlantaga.gov

Kasim Reed
Mayor

DEPARTMENT OF PROCUREMENT
Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP
Chief Procurement Officer
asmith@atlantaga.gov

November 25, 2014

ATTENTION INTERESTED RESPONDENT:

Your firm is hereby invited to submit to the City of Atlanta (the "City"), Department of Procurement (the "DOP"), a response to this Request for Information ("RFI") for **FC-7885, New Marketing and Partnership Opportunities**

This RFI by the City, on behalf of the Mayor's Office of Innovation Delivery and Performance (the "MOID"), seeks Information Statements from a broad cross-section of possible organizations to seek ideas or opportunities for the City to partner with companies and other organizations in ways that generate revenue and/or provide new citizen amenities/services supported by innovative methods (including marketing and sponsorship).

All statements will be reviewed by representatives from the MOID. The City may contact Respondents to this RFI for clarification or to eliminate confusion concerning the contents of their RFI. Respondents may also contact the City to obtain clarification to the RFI.

General instructions, plans and/or specifications for submitting RFI packages for this project will be available for review/purchase at a cost of **\$50.00** as of **Tuesday, November 25, 2014** between the hours of 8:15 a.m. - 5:00 p.m., in the DOP's Plan Room, Suite 1900, 1st Floor, 55 Trinity Avenue, S.W., City Hall South, Atlanta, Georgia. Payment for the documents represents production costs; therefore, payment is non-refundable.

This RFI is being made available by electronic means. If accepted by such means, then the Respondent acknowledges and accepts full responsibility to insure that no changes are made to the RFI. In the event of conflict between a version of the RFI in the Respondent's possession and the version maintained by DOP, the version maintained by the DOP shall govern.

You are required to email and confirm receipt of your business name, contact person, address, phone number, fax number and the project number to Krista A. Morrison, Esq., Contracting Officer, at kamorrison@atlantaga.gov, to be placed on the Plan Holders List. Failure to do so will prevent you from receiving any addenda that are issued and may deem you non-responsive.

Questions and inquiries regarding this RFI should be submitted in writing to the City's contact person, Krista A. Morrison, Esq., Contracting Officer, Department of Procurement, 55 Trinity Avenue, SW, Suite 1790, Atlanta, Georgia 30303-0307, by fax (404) 865-8709 or e-mail kamorrison@atlantaga.gov, no later than 12:00 p.m., EST, on or before **Friday, January 9, 2015**. Questions received after the designated period will not be considered. Any response made

Attention Interested Respondent

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by the City will be provided in writing to all Respondents by addendum. It is the responsibility of each Respondent to obtain a copy of any Addendum issued for the procurement by monitoring the City's website at www.atlantaga.gov or the Department of Procurement's Plan Room, which is open during posted business hours, Suite 1900, 1st Floor, 55 Trinity Avenue, S.W., City Hall South, Atlanta, Georgia 30303.

No Respondent may rely on any verbal response to any question submitted concerning this RFI. All Respondents and representative of any Respondents are strictly prohibited from contacting any other City employees or any third-party representatives of the City on any matter having to do with this RFI. All communications by any Respondent concerning this RFI must be made to the City's contact person, or any other City representative designated by the Chief Procurement Officer in writing.

Your response to this RFI will be received by designated staff of the DOP at 55 Trinity Avenue, S.W., City Hall South, Suite 1790, Atlanta, Georgia 30303, **no later than 2:00 p.m., EST, Wednesday, February 4, 2015.**

****ABSOLUTELY NO RESPONSES WILL BE ACCEPTED AFTER 2:00 P.M.****

This RFI does not constitute an Invitation to Bid (ITB), Request for Proposal (RFP), or Request for Quote (RFQ), nor is it construed as a commitment by the City. Feedback from this RFI will be used to assist the DOP in determining interest and capabilities of potential sources in the event of an acquisition. Your response will be treated as information only.

Thank you for your interest in participating in the RFI.

Sincerely,

A handwritten signature in black ink, appearing to read "Adam L. Smith", written in a cursive style.

Adam L. Smith

ALS/KAM/sb

**CITY OF ATLANTA
ADVERTISEMENT FOR RFI**

Please be advised that sealed RFI's for **FC-7885, New Marketing and Partnership Opportunities** will be accepted by the Department of Procurement ("DOP"), Suite 1900, 55 Trinity Avenue, S.W., City Hall South, Atlanta, Georgia 30303-0307, on **Wednesday, February 4, 2015**. All responses submitted must be sealed, and time stamped in no later than 2:00 p.m., EST on the stated date.

****ABSOLUTELY NO RESPONSES WILL BE ACCEPTED AFTER 2:00 P.M.****

Responses will be publicly read at 2:00 p.m., EST on the respective due date in Suite 1900, at the above address.

SCOPE OF WORK: The City's DOP, on behalf of the Mayor's Office of Innovation Delivery and Performance (the "**MOID**"), seeks Information Statements from a broad cross-section of possible organizations to seek ideas or opportunities for the City of Atlanta to partner with companies and other organizations in ways that generate revenue and/or provide new citizen amenities/services supported by innovative methods (including marketing and sponsorship).

A **Pre-Conference** will be held on **Tuesday, December 16, 2014, at 11:00 a.m.**, at 55 Trinity Avenue, Suite 1900, City Hall South, and Atlanta, Georgia 30303. The purpose of the Pre-Conference is to provide the respondents with information regarding the project and to address any questions and concerns. There will be City representatives from the MOID will be present to discuss the requested Information Statements. Respondents are strongly urged to attend the Pre-RFI Conference to obtain general information regarding the Request for Information statements.

General instructions, plans and/or specifications for submitting RFI packages will be available for review/purchase at a cost of **\$50.00** as of **Tuesday, November 25, 2014** between the hours of 8:15 a.m. - 5:00 p.m., in the DOP's Plan Room, Suite 1900, 1st Floor, 55 Trinity Avenue, S.W., City Hall South, Atlanta, Georgia. Payment for the documents represents production costs; therefore, payment is non-refundable.

This RFI is being made available by electronic means. If accepted by such means, then the Respondent acknowledges and accepts full responsibility to insure that no changes are made to the RFI. In the event of conflict between a version of the RFI in the Respondent's possession and the version maintained by DOP, the version maintained by the DOP shall govern.

You are required to email and confirm receipt of your business name, contact person, address, phone number, fax number and the project number to Krista A. Morrison, Esq., Contracting Officer, at kamorrison@atlantaga.gov, to be placed on the Plan Holders List. Failure to do so will prevent you from receiving any addenda that are issued and may deem you non-responsive.

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If you have any questions regarding this project, please contact Krista A. Morrison, Esq., Contracting Officer, at (404) 865-8709, or by e-mail at kamorrison@atlantaga.gov. Any questions regarding the procedure for purchasing a copy of the document or obtaining a copy of the plan holders list should be directed to the Plan Room at (404) 330-6204.

The City reserves the absolute right to reject any and all RFI's and to waive any technicalities.

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Instructions to Respondents

Exhibit A

Instructions to Respondents

1.1 Information Being Requested:

This Request for Information (“RFI”) from interested respondents (“Respondent” or “Respondents”) by the City of Atlanta (“City”), on behalf of the Mayor’s Office of Innovation Delivery and Performance, seeks Information Statements from a broad cross-section of possible organizations to seek ideas or opportunities for the City of Atlanta to partner with companies and other organizations in ways that generate revenue and/or provide new citizen amenities/services supported by innovative methods (including marketing and sponsorship).

1.2 No Offer by City; Firm Offer by Respondents:

This RFI is not a request for proposal, request for quotation, or offer, nor does its issuance restrict the City of Atlanta in its eventual implementation activities. This is an RFI only, and all information received will be used for planning and market research purposes only. Respondents for this RFI are not restricted from participating in subsequent formal or alternative procurement initiatives.

1.3 Pre- Conference:

Each Respondent is highly encouraged to attend the Pre-Proposal Conference scheduled for **Tuesday, December 16, 2014, at 11:00 A.M.**, at 55 Trinity Avenue, S.W., City Hall South, Suite 1900, Atlanta, Georgia 30303-0307. Each Respondent must be fully informed regarding all existing and expected conditions and matters which might be directly associated with any statements submitted to the City.

1.4 Deadline for Submitting Statements:

Your response to this RFI must be received by the City’s Department of Procurement, 55 Trinity Avenue, S.W., City Hall South, Suite 1900, Atlanta, Georgia 30303-0307 no later than 2:00 p.m. EST (as verified by the Bureau of National Standards) on **Wednesday, February 4, 2015**. Any Information Statement received after this time may not be considered.

1.5 Procurement Questions; Prohibited Contacts:

Any questions regarding this RFI should be submitted in writing to the City’s contact person, **Krista A. Morrison, Esq.**, Contracting Officer, Department of Procurement, 55 Trinity Avenue, SW, Suite 1900, Atlanta, Georgia 30303-0307, by email at **kamorrison@atlantaga.gov**, on or before **Friday, January 9, 2015** at noon. Questions received after the designated period may not be considered. Any response made by the City will be provided in writing to all Respondents by addendum. It is the responsibility of each Respondent to obtain a copy of any Addendum issued for the procurement by monitoring the City’s website at **www.atlantaga.gov** or the Department of Procurement’s Plan Room which is open during posted business hours, Suite 1900, 1st Floor, 55 Trinity Avenue, S.W., City Hall South, Atlanta, Georgia 30303.

No Respondents may rely on any verbal response to any question submitted concerning this RFI. All Respondents and representative of any Respondents are strictly prohibited from contacting any other City employees or any third-party representatives of the City on any matter having to do with this RFI. All communications by any Respondent concerning this FRI must be made to the City's contact person, or any other City representative designated by the Chief Procurement Officer in writing.

1.6 Ownership of Information:

Each Information Statement submitted to the City will become the property of the City, without compensation to a Respondent, for the City's use, in its discretion.

1.7 Cancellation of RFI: This RFI may be cancelled in at the sole discretion of the City.

Exhibit B

Request for Information Statements

Exhibit B

Request for Information Statements

1.0 Objective

The City of Atlanta (“City”) on behalf of the Mayor’s Office of Innovation Delivery and Performance (“MOIDP”), is soliciting Information Statements from Respondents to seek ideas or opportunities for the City of Atlanta to partner with companies and other organizations in ways that generate revenue and/or provide new citizen amenities/services supported by innovative methods (including marketing and sponsorship). The City is particularly interested in new public-private partnerships that activate City rights-of-way and public spaces in innovative ways, stimulating vibrant street life and economic activity while promoting safety and mobility. The City is interested in hearing about the best idea for incorporating technology into public spaces, enhancing the pedestrian realm, creating public information networks, and highlighting Atlanta’s cultural identity.

This Request for Information (“RFI”) is not a request for proposal, request for quotation, offer or invitation for bid, nor does its issuance restrict the City of Atlanta in its eventual implementation activities. This is an RFI only, and all information received will be used for planning and market research purposes only. Respondents for this RFI are not restricted from participating in subsequent formal or alternative procurement initiatives.

2.0 Background

The City envisions advertising and sponsorship supported amenities and new marketing opportunities in designated commercial districts and high-traffic corridors, potentially including locations in Downtown, Midtown, and Buckhead as well as in/around designated city parks and pedestrian locations. These amenities and marketing assets will occupy public space and will be maintained and serviced by a private vendor.

Following the RFI, the City will begin to craft a scope of services to solicit comprehensive proposals, specifically to address the above-referenced business objectives.

Areas of interest for include but are not limited to:

- Advertising supported street furniture
- Activation strategies for the Atlanta Streetcar’s stations and cars
- Digital banners/LED screen network
- Projection signage
- Beautification/public art with a marketing component
- Public safety (i.e. public health, security, storm warning, etc.)
- Experiential marketing
- Way-finding amenities
- Street-level, interactive digital kiosks
- Public Wi-Fi

- Solar powered cell phone charging stations
- Digital billboards
- New bicycle amenities (bike parking, public tune-up stations, etc.)
- Sustainability amenities (i.e., recycling, heat island mitigation, stormwater drainage, solar, etc.)

*** Should a respondent's experience be inclusive of a joint venture, please outline each entity's unique experiences separately.

3.0 Statements *Should* Address the Following Concepts in Detail:

- Key program components;
- Time-frame for implementation;
- Maintenance/repair requirements;
- Possible market values;
- Differentiation between revenue and citizen benefits;
- Technology upgrades; and
- Potential scale and locations.

Additionally, any background regarding a respondent's experience in successfully implementing a similar program for another municipality should be outlined in the information statements to the City. **Respondents are highly encouraged to provide color renderings of such examples in order to offer potential solutions for further City programs.**

4.0 Statements Should Not Include the Following Areas:

The following areas shall not be considered in developing statements for the City:

- Hartsfield-Jackson International Airport;
- The Department of Watershed Management;
- Atlanta Police and Fire;
- Atlanta Public Schools;
- Centennial Olympic Park;
- The new Falcons Stadium;
- The Atlanta Beltline; or
- Any other privately held amenity.

5.0 Review of Responses:

After considering the Information Statement to this RFI, the City may contact individual respondents for elaboration on information in their written response. The City may also issue a subsequent Request for Proposals ("**RFP**") or Invitation to Bid ("**ITB**") to implement one of the platforms made arising from the RFI. If this occurs, you will be invited to participate in any public procurement opportunities, along with other interested participants. All notices for new solicitations will be advertised per the City website at www.atlantaga.gov.

6.0 Submission of Information:

All Statements must be submitted in sealed envelope(s) or package(s) and the outside of the envelope(s) or package(s) must clearly identify the name of the project: **FC-7885, New Marketing and Partnership Opportunities** and the name and address of the Respondent. All Statements must be submitted to:

Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP
Chief Procurement Officer
Department of Procurement
55 Trinity Avenue, S.W.
City Hall South, Suite 1900
Atlanta, Georgia 30303-0307

- 6.1** A Respondent is required to submit one (1) original and five (5) copies of the Information Statement and additional required submittals. Each submittal must be submitted on 8½" x 11" single-sided, double-spaced, typed pages, using 12-point font size and such pages must be inserted in a standard three-hole ring binder. Each Information Statement must contain an index and separate sections for the information requirements set forth in this RFI, as well as for the forms required to be submitted.
- 6.2** In addition to the hard copy submission, each Respondent should submit two (2) digital versions of its Information Statements and additional required submittals in Adobe Portable Document Format ("PDF") on compact disk (CDs). CD One (1) version should be a duplicate of the hard copy of the Information Statements with no deviations in order or layout of the hard copy Statements. CD Two (2) version should be a redacted version of the hard copy RFI. Please refer to the Georgia Open Records Acts (O.C.G.A. § 50-18-72) for information not subject to public disclosure.
- 6.3** The City assumes no liability for differences in information contained in the Respondent's printed Proposal and that contained on the CDs. In the event of a discrepancy, the City will rely upon the information contained in the Respondent's printed material (Hard Copy). Each CD should be labeled with the Project Number, Project Name, and the CD Number.

*****END OF REQUEST FOR INFORMATION STATEMENTS*****

Exhibit C

Additional Submittal Forms

Reference Form

Respondents are highly encouraged to provide a minimum of one (1) reference per existing entity using the below-referenced format. The City is interested in reviewing references that are able to attest to a Respondent's performance ability.

Name of Reference: _____

Point of Contact: _____

Phone: _____

Email: _____

Title of Project: _____

Term: _____

Please Note Successes and Lessons Learned from the implementation of this Program

From Respondent's Perspective: _____

[OPTIONAL Additional Information] From Referral's Perspective:

The below-referenced submittals are highly encouraged to be included in your Statements:

- **Attach a Copy of Proposed Plan for Reference Project**
- **Provide a Copy of Project Schedule used for Reference Project**
- **Attach a Copy of Color Rendering of Reference Project**

Submittal Checklist

The following submittals shall be completed and submitted with each of the Informational Statements see table below "Submittal Check Sheet." Please verify that these submittals are in the envelope before it is sealed.

Submit one (1) Original signed and dated, and five (5) complete copies of the Original Information Statements including all required attachments.

In addition to the hard copy submissions, each Respondent shall submit two (2) digital versions of its RFI Submission in Adobe Portable Document Format ("PDF") on compact disk (CDs). CD One (1) version should be a duplicate of the hard copy of the Information Statements with no deviations in order or layout of the hard copy Statements. CD Two (2) version should be a redacted version of the hard copy RFI. Please refer to the Georgia Open Records Acts (O.C.G.A. § 50-18-72) for information not subject to public disclosure.

The City assumes no liability for differences in information contained in the Respondent's printed Information Statements and that contained on the CDs. In the event of a discrepancy, the City will rely upon the information contained in the Respondent's printed material (Hard Copy). Each CD should be labeled with the Project Number, Project Name, and the CD Number.

| Item Number | Submittal Check Sheet | Check (✓) |
|-------------|---|-----------|
| 1 | Part I – Information Statements | |
| 2 | Part II – Additional Submittal Forms (if any of the required submittal documents are not submitted or incomplete within your submittal package, your firm will be deemed non-responsive). Additional Submittals included but not limited to: <ul style="list-style-type: none"> • Reference List • Copy of Proposed Plan for Reference • Copy of Project Schedule used for Reference • Copy of Color Rendering of Referenced Project | |
| 3 | Respondent's Official Company Name: _____ Company Physical Address: _____ _____ | |
| 4 | President/Vice President/Owner Name: _____ Title: _____ Office Telephone Number: _____ Direct Cell Telephone Number: _____ Email Address: _____ | |
| 5 | Primary Point-of-Contact Concerning RFI: _____ Title: _____ Office Telephone Number: _____ Direct Cell Telephone Number: _____ Email Address: _____ | |